



**THE EFFECTIVENESS OF CUSTOMER MANAGEMENT DEPARTMENT IN
TELEKOM MALAYSIA CONSUMER SALES SELANGOR IN RETAINING
THEIR EXISTING CUSTOMERS**

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DECLARATION OF ORIGINAL WORK



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I, Nur Solatul Ima Binti Sahidan , (I/C No: 851209145848)

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- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

21st November 2008

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Dear Madam

SUBMISSION OF PROJECT PAPER (IBM 662)

Attached is the project paper title **“THE EFFECTIVENESS OF CUSTOMER MANAGEMENT DEPARTMENT IN TELEKOM MALAYSIA CONSUMER SALES SELANGOR IN RETAINING THEIR EXISTING CUSTOMERS”** to fulfill the requirement as needed by Faculty of Business Management, MARA University of Technology. Thank you.

Yours sincerely,

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ABSTRACT

This study was an attempt to examine the effectiveness of Customer Management Department in Telekom Malaysia Consumer Sales Selangor in retaining their existing customers.

The objectives of the study reported in this paper were to identify the satisfaction of customers towards TM Consumer Sales Selangor's customer service as well as staff job satisfaction. Face to face personal interview had been done to get staffs' comment towards their job satisfaction and telephone personal interview had been done to get customers' comment about TM customer services.

Finding on the customers' satisfaction towards TM customer service shows that there are customers who can accept TM approach to get their personal details and cooperate and some are refused to cooperate for security reason. Findings on the staffs' comment towards their job satisfaction, their motivation will reduce if customers refuse to cooperate and it caused to turn off their job interest as well. Based on the finding of customers' performance after they were selected to TM loyalty program, the positive effectiveness of TM approach to award and increase customers' loyalty towards TM services can be seen from the positive monthly bills paid. Findings of this study also generated some suggestions that can be applied to increase the level of satisfaction of TM customers as well as TM staffs.

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